PUR4243 – ENTERTAINMENT PR– SPRING 2024

Course number: 29050
Tuesdays, 8:30 - 9:20 a.m. on Zoom
Prerequisite: PUR3000 with a C or better

Instructor: Flavia Vigio
Virtual Office Hours: By Appointment
Email: fvigio@ufl.edu – Messages via Canvas are accepted
(☼) This syllabus is subject to change as the professor deems appropriate and necessary

Required Texts

There are no required textbooks for this class. Reading, listening, and watching assignments will be provided through Canvas each week. Some requirements over the course of the semester may be audiovisual materials, such as movies, series, reality shows, newscasts, podcasts, or other media industry productions. Assigned materials in the syllabus should be read in advance of the class for which they are listed. Be prepared for the professor to call on you in that class to discuss the assigned readings.

Course Description

The purpose of Industry Perspectives is to give you insight into a particular industry topic area or focus within public relations. This course focuses on how the storytelling in the media industry's audiovisual productions needs to be supported by a similarly consistent PR storytelling, which considers many stakeholders, both internal and external – from employees to artistic talent, from producers to viewers, from press to influencers –, throughout the lifecycle of a media production, since the creative idea all the way to securing "season 2."

Course Learning Objectives

Upon completing this course, students will:
- Better understand the creative side of a Media Company and the types of Entertainment Content created by them for their different platforms;
- Better understand how PR storytelling supports Entertainment storytelling;
- Develop basic media-business acumen and how to be a strategic communicator who adds value to the business;
- Learn about the importance of developing a strategic plan, stakeholder map, KPIs, and campaign calendar;
- Go behind the scenes of a red carpet premiere event;
- Have a general perspective on Talent Management (actors, producers, directors and all featured professionals) and Festivals strategies

College of Journalism and Communications Objectives

The Accrediting Council on Education in Journalism and Mass Communications requires that by graduation all students should be able to:

- apply the principles and laws of freedom of speech and press, in a global context, and for the country in which the institution that invites ACEJMC is located;
- demonstrate an understanding of the multicultural history and role of professionals and institutions in shaping communications;
- demonstrate culturally proficient communication that empowers those traditionally disenfranchised in society, especially as grounded in race, ethnicity, gender, sexual orientation and ability, domestically and globally, across communication and media contexts;
- present images and information effectively and creatively, using appropriate tools and technologies;
- write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- apply critical thinking skills in conducting research and evaluating information by methods appropriate to the communications professions in which they work;
- effectively and correctly apply basic numerical and statistical concepts;
- critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- apply tools and technologies appropriate for the communications professions in which they work

Key Course Policies

Instructor Interaction:

The best way to reach me is by e-mail. I check my e-mail account regularly, but please do not expect a response by e-mail after normal business hours/over the weekend. If I have not written back within 48 hours, please send your email again. As my email is considered a state public record, I do not discuss grades or any student records issues via e-mail. The classroom is also not an appropriate place for individual discussions about these issues. If necessary, please schedule an appointment with me to discuss them.

Late or Missed Work:

Deadlines for each assignment will be given and students are expected to meet them. Late assignments will automatically lose a full letter grade for each day it is late (e.g. B to a C). Some

consideration, however, might be given (at the discretion of the instructor) if there are extenuating circumstances such as prolonged hospitalization, family death, or extended individual sickness, which must be documented by the medical provider and delivered to the instructor.

Attendance:

This course focuses on class participation and group discussion. Your attendance and engagement are important aspects of this course, and students are strongly encouraged to attend class on camera.

Excessive absences will harm your grade. You are responsible for notifying me in advance of the cause of your absence and, if it is due to illness, provide a note from your medical provider. For further information on attendance policy, please go here.

Email Policy:

As a state employee, my email is considered a public record, and can be requested via an open-records request. Because of this, you should not email things that you would be uncomfortable with anyone else reading (personal information, information about grades, ect.). Also, please be aware that email is considered formal communication, and it is important to practice professionalism.

University Honesty Policy:

UF students are bound by The Honor Pledge which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." The Honor Code specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with me.

I will document and report all honor code violations, including cheating and plagiarism. The minimum penalty for a violation of the honor code is a zero on the assignment or exam but may be higher depending on the severity of the violation.

Professionalism:

As PR students I expect you to maintain a high level of professionalism in all of our interactions. This includes being courteous and respectful to all members of the course. Being respectful includes making sure you are not distracting to others via your cell phone or computer usage, talking with others during lecture, or arriving or leaving late.

Students Requiring Accommodations:

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the disability Resource Center. Click here to get started with the Disability Resource Center. It is important for students to share their accommodation letter with their instructor and discuss their access needs, as early as possible in the semester.

Grading and Assignments

Course Evaluation:

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations here. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students here.

Grading:

I will be as fair and impartial as possible in the grading process and, because of this, no extra work or special assignments will be given. Grades are earned, so they are awarded on the basis of quality of the deliverable, not quantity of time spend producing it. I will keep grades posted on Canvas; make sure to check on your progress throughout the semester.

Attendance and Active Participation: 50%

- Attendance and active participation are mandatory. Cameras must be on throughout all classes. Students will be expected to participate in various interactive exercises and to be always engaged, unless cleared in advance with the professor.
- I plan to bring a series of leading industry executives and experts to classes throughout the semester. I recommend that you make it a practice to look them up on LinkedIn prior to the class to better inform your participation. Additionally, many classes have reading, watching, or listening assignments that will enrich our discussion and should be completed prior to class.
- Each absence after the drop/add period will result in reduction in the grade for attendance. After due warning, the professor may prohibit further attendance and subsequently assign a lower or failing grade for excessive absences. More than two unexcused absences during the semester will be considered "excessive absences."
- You are responsible for notifying the professor in advance of the cause of your absence when possible and, if it is due to illness, provide a note from your medical provider. For further information on attendance policy, please consult: https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/.

Final Project: 50%

The development of an integrated communication plan for an agreed-upon public relations challenge will be the final project, and must be developed in groups that will be

defined by the professor. The project will be clearly outlined and will include various communications elements including:

- Objective
- Strategy
- Internal tactics
- External tactics
- Stakeholder engagement planning
- KPIs Measurement

The grading scale for the course is as follows:

Grading follows current UF grading policies.

A	94.0 – 100%	C	74.0 –76.99%
A-	90.0 – 93.99%	C-	70.0 –73.99%
B+	87.0 – 89.99%	D+	67.0 – 69.99%
B	84.0 – 86.99%	D	64.0 – 66.99%
B-	80.0 – 83.99%	D-	60.0 – 63.99%
C+	77.0 –79.99%	E	below 60%

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Tentative Course Schedule*

Week #	Date	Class Topic
1	Tue 1/9	• Course overview - review syllabus, discuss class goals, students to ask questions to professor.
2	Tue 1/16	• Topic: "**An introduction to types of platforms and content**" • Read/Watch: assignments will be provided through Canvas. • Class discussion.
3	Tue 1/23	• Topic: "**The Lifecycle of a Creative Media Product**" • Read/Watch: assignments will be provided through Canvas. • Class discussion.
4	Tue 1/30	• Topic: "**The Business Behind the Show: Aligning your Strategy**" • Read/Watch: assignments will be provided through Canvas. • Class discussion.
5	Tue 2/6	• Topic: "**Who Cares About the Show: Identify Your Stakeholders**" • Read/Watch: assignments will be provided through Canvas. • Class discussion.
6	Tue 2/13	• Topic: "**Campaign Goals, Tactics, and Measurement**" • Read/Watch: assignments will be provided through Canvas. • Class discussion.
7	Tue 2/20	• Topic: "**Brand Curation and Architecture**" • Read/Watch: assignments will be provided through Canvas. • Class discussion.
8	Tue 2/27	• Topic: "**Mid-term exercise: Strategy & Goals; Tactics & KPIs**" • Read/Watch: assignments will be provided through Canvas. • Class discussion.
9	Tue 3/5	• Topic: "**The Premiere: the Place to See and Be Seen**" • Read/Watch: assignments will be provided through Canvas. • Class discussion.
10	Tue 3/12	• Spring Break (no class).
11	Tue 3/19	• Topic: "**The Red Carpet: Celebrity Overload**" • Read/Watch: assignments will be provided through Canvas. • Class discussion.
12	Tue 3/26	• Topic: Recap and "**Working with Talent, Reps, and Producers**" • Read/Watch: assignments will be provided through Canvas. • Class discussion.
13	Tue 4/2	• Topic: Recap and "**Festivals Strategy**" • Read/Watch: assignments will be provided through Canvas. • Class discussion.

14	Tue 4/9	• Topic: Recap and "**The Multicultural Aspect**" • Read/Watch: assignments will be provided through Canvas. • Class discussion.
15	Tue 4/16	• Open Session: Clarifying questions around the final project • Final class discussion.
16	Tue 4/23	• **Final project due**

Standard UF Policy Information and Links

UF Grading Policy:
http://gradcatalog.ufl.edu/content.php?catoid=10&navoid=2020#grades (Links to an external site.)
https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx (Links to an external site.)

Students Requiring Accommodations:
Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, https://www.dso.ufl.edu/drc) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

Course Evaluation:
Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at https://evaluations.ufl.edu/evals (Links to an external site.). Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at https://evaluations.ufl.edu/results/ (Links to an external site.).

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Software Use:

All faculty, staff, and students of the University are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against University policies and rules, disciplinary action will be taken as appropriate. We, the members of the University of Florida community, pledge to uphold ourselves and our peers to the highest standards of honesty and integrity.

Student Privacy:

There are federal laws protecting your privacy with regards to grades earned in courses and on individual assignments. For more information, please go here.

In-Class Recording:

Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor.

A "class lecture" is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture does not include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or lecturer during a class session.

Publication without permission of the instructor is prohibited. To "publish" means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third-party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation

Campus Resources:

4.040 Student Policy on Course Syllabi 3 UF, Academic Affairs, July 28th, 2021 Honor Code and Student Conduct Code.

UF | **College of Journalism and Communications**
Department of Public Relations
UNIVERSITY *of* **FLORIDA**

U Matter, We Care: If you or someone you know is in distress, please contact umatter@ufl.edu, 352-392-1575, or visit [U Matter, We Care website](https://umatter.ufl.edu) to refer or report a concern and a team member will reach out to the student in distress.

Counseling and Wellness Center: Visit the [Counseling and Wellness Center website](https://counseling.ufl.edu) or call 352-392-1575 for information on crisis services as well as non-crisis services.

Student Health Care Center: Call 352-392-1161 for 24/7 information to help you find the care you need, or visit the [Student Health Care Center website](https://shcc.ufl.edu).

University Police Department: Visit [UF Police Department website](https://police.ufl.edu) or call 352-392-1111 (or 9-1-1 for emergencies).

UF Health Shands Emergency Room / Trauma Center: For immediate medical care call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; Visit the [UF Health Emergency Room and Trauma Center website](https://ufhealth.org).

E-learning technical support: Contact the [UF Computing Help Desk](https://helpdesk.ufl.edu) at 352-392-4357 or via e-mail at helpdesk@ufl.edu.

[**Career Connections Center**](https://career.ufl.edu): Reitz Union Suite 1300, 352-392-1601. Career assistance and counseling services.

[**Library Support**](https://library.ufl.edu): Various ways to receive assistance with respect to using the libraries or finding resources.

[**Teaching Center**](https://teachingcenter.ufl.edu): Broward Hall, 352-392-2010 or to make an appointment 352-392-6420. General study skills and tutoring.

[**Writing Studio**](https://writing.ufl.edu): 2215 Turlington Hall, 352-846-1138. Help brainstorming, formatting, and writing papers.

Student Complaints On-Campus*:* Visit the [Student Honor Code and Student Conduct Code](https://sccr.dso.ufl.edu)

Academic Resources:

[webpage](https://sccr.dso.ufl.edu) for more information.

On-Line Students Complaints*:* View the [Distance Learning Student Complaint Process](https://distance.ufl.edu).

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